

**GOALS**

**Increase opportunities for small creative businesses and organizations.**

**METRICS**

- Small business growth
- Creative business and organization partnership, participation, and growth
- Number of public art installations and Events
- Participants in arts, culture, and small business workshops hosted by the City
- Arts and creativity sector (count of businesses and employees)
- Number of live music venues

10. Conduct a market analysis of Austin's creative sectors to determine opportunities for growth and prosperity.

11. Work with economic development organizations to recruit businesses to Austin that will invest in Austin's creative community.

12. Work with local businesses and organizations to develop and move beyond the startup stage to further establish Austin as a magnet for arts, culture, and creativity.

**RELATIONSHIP TO OTHER PRIORITY PROGRAMS:**

- Develop and maintain household affordability throughout Austin. One barrier creative businesses and individuals face is a lack of affordable housing and work space. Investing in housing that is affordable and has work space will help to sustain and attract new creative businesses.
- Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs and local businesses. Arts and cultural education is a major focus of investing in Austin's workforce and education system. Encouraging innovation and providing support for local, small businesses and start-ups is key to growing Austin's creative economy.

**RELATED CITY INITIATIVES:**

- CreateAustin Cultural Master Plan
- City of Austin Library Master and Facilities Plans
- Digital Inclusion Strategic Plan

## 6. Develop and maintain household affordability throughout Austin.

Rising housing and related costs, such as transportation and utilities, are major issues facing Austinites. Low-income, fixed-income, and, increasingly, middle-class households struggle to find housing they can afford, especially in the urban core. Often, the only housing they can afford is not close to work or schools and is far removed from daily necessities (such as services, shopping, entertainment, recreation, and dining). Better-located housing is often too expensive or does not meet the needs of many families with children. As Austin becomes more diverse—with a growing retired and senior population, an increasing number of smaller households, and others interested in alternatives to suburban living—the single-family homes typical of our central neighborhoods may not suit their needs. More significantly, high real estate prices increasingly preclude the possibility of purchasing or renting a house in Central Austin.

To meet the market demand of our growing and diversifying population, the range of available housing choices must expand throughout the city. Alternatives to the typical larger-lot single family and garden-style apartments that characterize much of Austin’s housing stock are needed, including a greater variety of starter and move-up homes. The introduction and expansion into the market of housing types such as row houses, courtyard apartments, bungalow courts, small-lot single-family, garage apartments, and live/work units can meet this emerging demand. The demand for market-rate housing can and should be met by the private sector. The City of Austin can work with private developers, non-profits, the state and federal governments, Travis County, and other local governments to help those individuals and families not able to afford market-rate housing, including seniors on a fixed income, people with disabilities, and low-wage workers.

The city’s housing stock contributes to unaffordability in other ways. High utility bills can often be addressed by improving how we use water, electricity and natural gas, while the location of homes in relation to different modes of transportation, work, and daily and weekly needs impacts how much households spend on transportation.

To address these issues, a comprehensive approach is needed to define and provide household affordability for Austinites. Such an approach must take into consideration transportation, utilities, and access to daily and weekly needs as essential and inter-related components of household affordability. It should recognize both market-rate affordability and the need for subsidized housing, and include collaboration with Travis County, area school districts, and regional entities (such as Capital Area Council of Governments, Capital Area Metropolitan Planning Organization, and Capital Metropolitan Transportation Authority) to align objectives and achieve maximum investment to promote household affordability.

LEAD
1) Neighborhood Housing and Community Development Office/ Austin Housing Finance Corporation
2) Planning and Development Review Department
PARTNERS
Housing Authority of the City of Austin; Health & Human Services Department; Economic Growth and Redevelopment Services Office; Travis County; Austin Independent School District; Capital Area Council of Governments; Capital Area Metropolitan Planning Organization; Capital Metropolitan Transportation Authority; Community Action Network
RELATED VISION COMPONENTS
Prosperous
Livable
Values and Respects its People
RELATED POLICIES
LUT P3, P5-P8, P10; HN P1-P10, P12, P13, P15; CFS P21; S P3, P4, P11-P13, P20-P21; C P10, P18.
RELATED ACTIONS
LUT A2, A3, A5, A6; HN A1-A11, A16, A18, A23, A24; E A3; CFS A34; S A26-A30; C A13, A14.

GOALS
<b>Maintain and increase household affordability in Austin.</b>
METRICS
- Gaps in rental and homeownership supply and demand
- Median rent by Zip code
- Median wage by Zip code
- Percent of residents who are cost-burdened or severely cost-burdened (including transportation and utilities)
- Percent of residents who are homeless or at risk of homelessness
- Number of affordable units built

## WORK PROGRAM

### SHORT TERM (1-3 YEARS)

1. Identify gaps in affordability throughout the city and set numerical targets for housing that is affordable to a variety of households, including workforce, supportive, low-income, families with children, and senior housing.
2. Use the S.M.A.R.T. Housing<sup>7</sup> program as a framework to introduce new tools and strategies to promote affordable housing for moderate, low, and very low-income households, including new regulatory and finance mechanisms, grants, and partnerships with local non-profit intermediary organizations.
3. Promote long-term affordability by:
  - a. Supporting a local community land trust and other shared equity approaches;
  - b. Targeting the use of public funds for the lowest-income households, including those who are homeless, at risk of homelessness, or who have other special needs; and
  - c. Developing new goals, targets, and strategies to promote the distribution of affordable housing in all parts of the city, including incentives for affordable housing in new developments and for the preservation of existing rental units.
4. Ensure new and revised small-area plans include an affordability component addressing preservation of existing and creation of new affordable, supportive, and workforce housing.

### ONGOING AND LONG TERM (3+ YEARS)

5. Identify new or expand existing dedicated revenue sources for affordable housing.
6. Examine potential regulatory barriers and policies that impede the provision of household affordability, including infrastructure costs; the costs and benefits of zoning ordinances on housing development; and how the City's waste removal fees and other City fees and requirements impact the cost of living for the families of Austin.
7. Develop a community educational campaign to address the issue of affordability, such as loss of existing affordable housing, rising utility and transportation costs, and the need to maintain affordability as part of Austin's quality of life.
8. Identify opportunities for the creation of affordable housing on publicly-owned land and develop partnerships with developers to provide flexible, affordable work space and housing.
9. Support the creation of a "real-time" database of available affordable housing units, services, resources, and incentives to strengthen the process of connecting qualified buyers and renters with affordable housing to comprehensively lower monthly household expenses.

<sup>7</sup> Safe Mixed Income Accessible Reasonably Priced Transit Oriented Housing.

10. Replicate and adopt best practice models for affordable housing in Texas to make state lawmakers aware of the statutory barriers that impede household affordability, such as the inability of cities to provide property tax relief to low-income renters and the challenges of meeting market demand.

#### RELATIONSHIP TO OTHER PRIORITY PROGRAMS:

- Grow and invest in Austin’s creative economy. Investing in housing that is affordable for all will help sustain existing and attract new creative business.
- Invest in transportation and other improvements to create a compact and connected Austin. Transportation costs can greatly impact moderate and lower-income households. Diversifying Austin’s transportation network and increasing the balance of public transit, walking, and biking networks will reduce the need to drive and the associated transportation costs.
- Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs, and local businesses. Sustainable growth of Austin’s economy depends on providing affordable living options for its workforce.
- Revise Austin’s development regulations and processes to promote a compact and connected city. Issues that should be addressed in the development code revision include reevaluating the goal of affordability, promoting the creation of flexible standards for the construction and preservation of affordable units, and developing standards for a City-wide approach to development bonus programs.

#### RELATED CITY INITIATIVES:

- City of Austin 5-Year Consolidated Plan and Annual Action Plan Process (required by the U.S. Department of Housing and Urban Development)
- Development Bonus Initiatives (various)
- S.M.A.R.T. Housing Initiative
- Permanent Supportive Housing Initiative
- Colony Park Sustainable Community Pilot Project
- Mueller redevelopment
- Neighborhood, corridor, and station-area plans





Courtesy of Ballet Austin.

## 7. Create a Healthy Austin program.

Making healthy choices should be affordable and easier than making unhealthy ones. A Healthy Austin Program will reduce chronic and diet-related diseases and risk factors by coordinating access to community and health services, local and healthy food, physical activity, and tobacco-free living. It will also support a “healthy community code” that promotes active living, access to healthy food, and prevention of chronic and diet-related diseases in all aspects of community life.

This program will look beyond nutrition to help develop a strong local food system in which food production, processing, distribution, and consumption are integrated to enhance the environmental, economic, social, and nutritional health of Austin and Central Texas.

The chronic diseases associated with the risk factors of tobacco use, poor nutrition, and lack of physical activity (including some cancers, diabetes, heart disease, stroke, chronic obstructive pulmonary disease, and asthma) are the underlying causes of most deaths in Travis County. Though these diseases affect everyone in the region, they take a heavier toll on low-income and minority communities. These preventable diseases increase healthcare costs, lower worker productivity, contribute to family stress, and diminish quality of life. In order for the city to be healthy, environmental and lifestyle factors that contribute to serious diseases need to be addressed.

### WORK PROGRAM

#### SHORT TERM (1-3 YEARS)

1. Create a Healthy Austin Program plan to develop and document program priorities, findings, recommendations, and outcomes related to:
  - a. Increasing healthy behaviors;
  - b. Educating the public and providing better access to information on healthy lifestyles and community health resources;
  - c. Expanding access to health care services in under served populations;
  - d. Promoting healthy foods and discouraging unhealthy ones; and
  - e. Improving coordination between the Health and Human Services Department, other City of Austin and Travis County departments, non-profits, and the community.
2. Enact strategies and policies to boost the impact of federal food and nutrition assistance programs.
3. Create a healthy community code, including revisions to Austin’s land development ordinances that make it easier to produce and access healthy, sustainable food and to lead a more active lifestyle.
  - a. Support and expand farm direct programs (such as farm-to-work and farm-to-school) that link local farmers and food vendors to consumers; and

LEAD
Health and Human Services Department
PARTNERS
Planning and Development Review Department; Parks and Recreation Department; Neighborhood Housing and Community Development; Office of Sustainability, Transportation Department; Health, Sustainable Food, and Social Service Organizations; School Districts.
RELATED VISION COMPONENTS
Livable
Values and Respects its People
Mobile and Interconnected
RELATED POLICIES
LUT P5, P7, P10, P13-P15, P29, P32, P33, P36, P45; HN P3, P4, P13; CE P3, P8, P13; CFS P37, P40-P48; S P1-P3, P6, P7, P9-P13, P20, P21, P23, P25, P28; C P10.
RELATED ACTIONS
LUT A1, A3, A5, A8, A11, A12, A14, A17-A19, A21-A23, A27, A32, A36, A40, A47; HN A23, A24; E A21; CE A10, A12-A14; CFS A2-A10, A13; A23, A35; S A1, A3-A12, A18, A33, A49-A54; C A17.



GOALS
<b>Improve Public Health.</b>
METRICS
- Rates of disease, obesity, tobacco use by ethnicity and income
GOALS
<b>Improve opportunities for active lifestyles.</b>
METRICS
- Miles of walking / biking trails
GOALS
<b>Improve nutrition and food access.</b>
METRICS
- Units within 1/4 and 1/2 mile of a grocery store or farm to consumer location
- Enrollment numbers in, and/or dollars from, federal food and nutrition assistance programs.
GOALS
<b>Strengthen local food system.</b>
METRICS
- Number of farmers markets/stands, healthy food carts Number and acreage of community gardens, plots, and local farms
GOALS
<b>Improve access to healthcare.</b>
METRICS
- Percent of residents with access to health care coverage
- Percent of residents not able to see a doctor in the past year due to cost

b. Expand the market for local food producers by connecting them to hunger-relief organizations, community institutions, restaurants, and retail food markets.

4. Increase the number of tobacco-free environments, including outdoor areas, worksites, schools, and multi-unit housing, to reduce exposure to secondhand smoke.

5. Encourage use of public land for community gardens.

6. Encourage successful formation and patronage of healthy-food retail establishments, such as farmers markets, community supported agriculture, corner and neighborhood stores, and supermarkets, throughout the city—with emphasis placed on under served areas.

#### **ONGOING AND LONG TERM (3+ YEARS)**

7. Implement joint use agreements for public facilities to be used by residents for recreation and physical activity.

8. Expand urban farms and community gardens.

9. Promote community connectivity through complete streets design for new developments and integrate into redesign plans for existing developments.

10. Increase the safety and amenities of parks, trails, playgrounds, bike paths, and recreation centers.

#### **RELATIONSHIP TO OTHER PRIORITY PROGRAMS:**

- Invest in a compact and connected Austin. Investing in accessible walking and biking networks and open space will provide residents increased opportunities for outdoor exercise as part of their daily routines.
- Revise Austin's development regulations and processes to promote a compact and connected city. The revised code will include standards and guidelines to make walking and biking safer and more attractive for residents. Through improved land use, transportation, and urban design, Austin's places can contribute to healthy lifestyles by encouraging walkable communities, parks and open space, and recreation.
- Use green infrastructure to protect environmentally sensitive areas, integrate nature into the city, and include opportunities for community gardens and urban farms.

#### **RELATED CITY INITIATIVES:**

- Healthy Austin Code
- Digital Inclusion Strategic Plan
- African American Quality of Life Study
- Hispanic Quality of Life Initiative
- Bicycle Master Plan
- Pedestrian Master Plan

## 8. Revise Austin’s development regulations and processes to promote a compact and connected city.

Austin’s City Charter requires that land development regulations be consistent with the comprehensive plan. Significant revisions to existing regulations will be necessary to fully implement the priority programs described above. For example, *Imagine Austin* calls for new development and redevelopment to be compact and connected, but many elements of the existing Land Development Code make this difficult to accomplish. Achieving these goals will require a comprehensive review and revision of the Land Development Code, associated technical and criteria manuals, and administrative procedures.

Since its adoption in 1987, the Land Development Code has been a continually modified and updated document, reflecting countless hours of community participation and input. Elements of the Land Development Code and the broader City Code incorporate carefully crafted compromises and significant community decisions that have been reached through long-lasting committees, task forces, and citizen referenda.

The existing neighborhood and area plans were crafted within context of this code and decisions were reached based upon the assumptions of the continued utilization of its provisions.

This includes elements of the Land Development Code that are not specifically addressed in neighborhood and area plans but on which decisions were based (e.g., compatibility standards). The vision of the comprehensive plan can be achieved by retaining these protections and the approaches taken in the neighborhood and area plans.

Any suggested rewrite of the City Code, while striving to achieve the broad goals of the comprehensive plan, must recognize, respect, and reflect these carefully crafted compromises, balances, and the assumptions upon which the existing neighborhood and area plans were based and depend.

Continued protection and preservation of existing neighborhoods and the natural environment must be considered top priorities of comprehensive revisions to the City Code. The consequences and impact of additional density and infill in existing neighborhoods must be carefully identified and analyzed to avoid endangering the existing character of neighborhoods and exacerbating community health and safety issues, such as flooding.

Impacts on sustainability and livability by increased infill and density of units, including associated infrastructure costs and impacts on affordability, should be identified prior to adoption of a new city code. Modifications to the City code and building code should be measured with regard to their ability to preserve neighborhood character, consistency with adopted neighborhood and area plans, impact on affordability, and the ability of existing families to continue to reside in their homes.

LEAD
City of Austin Planning and Development Review
PARTNERS
Parks and Recreation Department; Watershed Protection Department; Austin Fire Department; Austin Energy; Austin Resource Recovery; Public Works Department; Austin Transportation Department; Capital Planning Office; Austin Water Utility; Capital Area Metropolitan Planning Organization; Travis County.
RELATED VISION COMPONENTS
<p>Livable</p> <p>Natural and Sustainable</p> <p>Mobile and Interconnected</p>
RELATED POLICIES
<p>LUT P1, P3, P4, P6, P8, P9, P11, P15, P17, P28, P32, P33, P36;</p> <p>HN P1, P4, P5, P7, P10, P13;</p> <p>E P13, P14; CE P11; CFS P13, P20, P21, P34, P35; S P2, P3, P9, P21; C P18.</p>
RELATED ACTIONS
<p>LUT A2-A11, A19, A26, A28, A30, A34, A35, A38, A42; HN A1-A4, A11, A14, A15, A17, A19, A20, A24; E A3; CE A3, A5, A21, A23; CFS A18, A20, A23, A25, A34, A36, A40; S A4, A12; C A3, A14.</p>



GOALS
<b>Make Austin a more compact city.</b>
METRICS
- Residential density (people per square mile) within centers and corridors
- Units within ½ mile of retail and activity centers
GOALS
<b>Make Austin a more connected city.</b>
METRICS
- Sidewalk Density
- Intersection Density
- Units within ½ mile of transit and high capacity transit
GOALS
<b>Increase the percentage of mixed-use development.</b>
METRICS
- Development within activity centers and corridors
GOALS
<b>Create an efficient development review process.</b>
METRICS
- Percent of development needing discretionary approval
- Time needed for decision

The revised Land Development Code should incorporate direction from the actions attached to this program (see the Action Matrix, starting on page 228). Generally, these actions:

- Promote a compact and connected city that welcomes Austin's diverse households
- Preserve the character of different neighborhoods and parts of the city
- Promote affordability for Austinites at every stage of life and income level
- Integrate nature into the city and protect environmentally sensitive areas
- Ensure the delivery of efficient services
- Provide clear guidance in a user-friendly format

The first step in revising the Land Development Code is an inclusive public process to examine the existing code and develop a shared understanding of the issues, conflicts and impediments to accomplishing the goals of *Imagine Austin*. Once a decision has been made on issues and directions to achieve these goals, the process of creating a more efficient, predictable, and understandable Land Development Code, criteria manuals, and review process will begin. When the revised code is in place, its application will need to be monitored and evaluated on an ongoing basis to ensure that it results in development outcomes such as more compact and connected places.

## STEPS TO IMPLEMENT THE PROGRAM

### SHORT TERM (1-3 YEARS)

1. Engage key stakeholders to create a public involvement process and timeline for revising the code and criteria manuals. This process should include significant educational components and workshops early in the process. These should be structured both from a technical perspective involving City Council, Planning Commission, and other Boards and Commissions, and the design community, as well as business owners, neighborhood groups, and residents. Examples of public input methods include surveys of regular code users, design workshops, site visits, visual tools, best practices, and technical reviews of proposed changes.
2. Initiate a comprehensive review to determine necessary revisions to the Austin Land Development Code and associated technical and criteria manuals.
  - a. Perform an initial review and assessment (diagnosis) of the Land Development Code and associated criteria manuals to identify major issues and key sections that need to be revised and those sections that will remain the same. This step also includes public engagement and interviews/focus groups with business owners, landowners, neighborhood groups, designers, developers, and community leaders.
  - b. Determine staffing levels, the need for consultants, and financial resources needed to complete the comprehensive review and code revision.
  - c. Develop a process and timeline for updating the Land Development Code and manuals.

3. Assess the efficiency of the City of Austin’s development review process and implement necessary changes.

**LONG TERM (3+ YEARS, ONGOING)**

4. Adopt the code and manual revisions.
  - a. Create guidelines and a process to transition from current to new regulations in alignment with the Growth Concept Map and small area plans.
  - b. Revise the zoning map to be consistent with the revised Land Development Code.
  - c. Train staff on the new code.
5. Track new development and evaluate how well the new code and manuals encourage development that is compact and connected. Coordinate with the *Imagine Austin* annual report and complete communities indicator process described on pages 223-226.

**RELATIONSHIP TO OTHER PRIORITY PROGRAMS:**

- Invest in transportation and other improvements to create a compact and connected Austin. The revised Land Development Code and technical and criteria manuals will include design standards and incentives for complete streets as well as standards to encourage public transit, walking, and bicycling as alternatives to driving.
- Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city. Revising the Land Development Code, technical and criteria manuals will both incentivize and require “green” elements relating to street design, site planning and design, landscaping, as well as other aspects of the development process.
- Sustainably manage our water resources. The revised Land Development Code, technical and criteria manuals will include standards and incentives for low impact development, innovative water and graywater reuse, and preservation of environmentally sensitive land, floodplains, and water recharge areas. Changes to the Land Development Code will support development patterns that better manage water resources.
- Create a Healthy Austin Program. The revised code, technical and criteria manuals will include standards and guidelines for compact and connected development and design standards to make walking and biking safer and more attractive for residents.
- Develop and maintain household affordability throughout Austin. Revisions to the Land Development Code will be reviewed from the context of affordability. The City of Austin’s S.M.A.R.T. Housing Program has been held up nationally as an example of best practice and is a good starting point for examining process and practice issues within the Austin code.

The new code will also promote more flexible standards for the construction and preservation of affordable units.

**RELATED CITY INITIATIVES:**

- Healthy Austin Code
- Neighborhood Plans
- Corridor and Station-Area Plans
- Families and Children Task Force Report
- Urban Parks Workgroup Report





Located in southwest Downtown, the decommissioned Seaholm power plant and adjacent Green water treatment plant are slated to undergo redevelopment.



# TACKLING THE ETHNIC DIVIDE

Austin is more diverse than at any time in its history. Austinites of color now make up the majority of the population. Yet we are still dealing with the legacy of segregation and racism, particularly among Americans of African descent and Hispanic ethnicity. Austinites living east of Interstate 35 do not share equally in Austin's celebrated quality of life. Overall, they are poorer, less healthy, lag academically, and lack access to housing which they can afford.

## Segregation in Austin

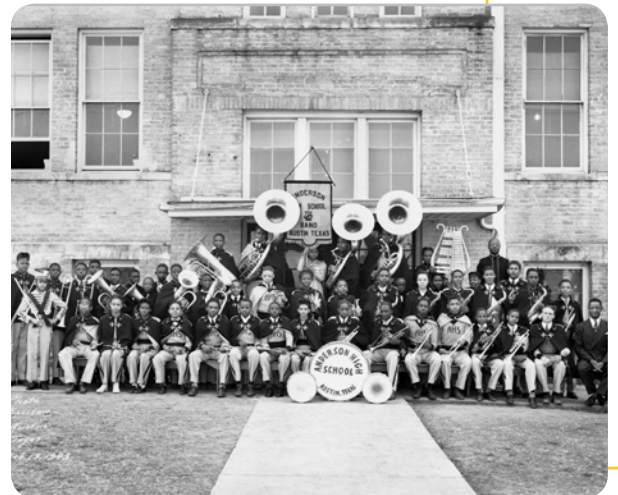
Early in Austin's development, African Americans lived throughout Austin, usually in small communities such as Clarksville or Wheatville, as well as where Highland Mall and Brackenridge Hospital are today. Austin was segregated—its stores, schools, and buses. But it was also a place where blacks and Hispanics ran businesses, churches, and schools, and occasionally, served as aldermen. However, by 1940, most black Austinites lived in East Austin between Seventh and 12th Streets. Most of the rapidly growing Mexican American population also lived in East Austin, south of Sixth Street. This was due primarily to policies that directed African and Mexican Americans to live in East Austin.

Black and Hispanic Austinites responded in a variety of ways. One prominent example was the effort by these communities to gain access to Austin libraries, which were whites-only in the early part of the 1900s. In the early 1930s, black Austinites lobbied to get an East Austin branch of the Austin Public Library. A small library was soon created at the corner of Angelina and Hackberry streets, which became the George Washington Carver Branch. In the 1950s, using tactics designed to dispel the myth of "separate but equal," East Austinites successfully organized to integrate the whites-only downtown branch. Other campaigns followed, including successful efforts desegregating the Austin Fire Department and Barton Springs Pool. Lions Municipal Golf Course, desegregated in the early 1950s, was the first such golf course in the city and state, and possibly in the South.

Anderson High School, the city's official African-American high school, was started in 1889 as part of the Robertson Hill School. The high school was relocated three times before being ordered closed in 1971 by a federal judge as a part of desegregation. Anderson reopened in 1973 at its present location in Northwest Austin as an integrated high school.



Guadalupe School, part of Our Lady of Guadalupe Church.



### The ethnic divide today. How *Imagine Austin* helps.

Work to improve the quality of life for people of color continues, but significant disparities remain. The legacy of 20th century segregation lingers. Of the public schools rated academically unacceptable in 2009, all four are located on Austin's east side, where most of Austin's African American and Hispanic students still live. The drop-out rate for these students in the Austin Independent School District is more than three times that of white students. Fewer than one in five black or Hispanic Austinites over 25 have received a college degree (three in five white Austinites have one).

Austin's African American population also experiences significantly higher unemployment (more than 13 percent, compared with an overall unemployment rate between 6 percent and 7 percent). Nearly one third of blacks and Latinos live in poverty—and more than 40 percent of black and Latino children.

African Americans and Hispanics have limited access to healthcare and experience higher rates of obesity and diabetes. Black Austinites also experience substantially higher rates of asthma and infant mortality. Black and Hispanic teens are also more likely to get pregnant, which can pose health risks for the mother and child. Early parenthood can result in diminished educational and employment opportunities for the parents, leaving them at a lifelong disadvantage.

Over the past few decades, these two communities have diverged significantly. Austin's Hispanic community is growing rapidly and quickly becoming more diverse. While much attention is paid to Mexican immigrants, middle-class Hispanic households move to Austin from elsewhere in Texas and across the country. Despite this diversity, there continue to be neighborhoods, such as Dove Springs and North Lamar, whose heavy immigrant population, linguistic isolation, lower incomes, and lack of public and private services pose substantial challenges to the adults and children living there.

Austin's African American population has declined since 2000. Many younger African Americans have moved to the suburbs or outside the region entirely, suggesting they feel less welcome in Austin, compared with other Sunbelt cities with booming African American populations, such as Atlanta, Dallas, and Houston.



Opened in 1949, the Victory Grill was an important part of the Chitlin' Circuit. The Chitlin' Circuit was the name given collectively to music venues that featured black musicians, including influential performers such as W.C. Clark, Miles Davis, Etta James, and B.B. King. The Victory Grill is listed on the National Register of Historic Places.

A statue in front of the Emma S. Barrientos Mexican American Cultural Center recognizes the contributions of the Pérez and Ramos families to Austin's music scene. The statue is part of "The Trail of Tejano Legends," a project of the Austin Latino Music Association (ALMA).



### Tackling the Divide

In the last decade, the City of Austin undertook two initiatives to address Austin's racial divide. The African American Quality of Life Initiative, begun in 2004, identified six categories of actions to improve the quality of life for the African Americans in Austin:

- Arts, Culture, and Entertainment
- Business and Economic Development
- Employment and Education
- Health
- Neighborhood Sustainability
- Police and Safety

From 2006 to 2008, the City implemented recommendations from the initiative. Following the project, the **African American Resource Advisory Commission** was formed to continue the effort to alleviate inequities facing Austin's African Americans.

Recognizing the success of the African American Quality of Life initiative, in 2008 the City began a Hispanic Quality of Life Initiative, developing new recommendations in four areas:

- Education
- Economic Development
- Cultural Arts/History Enrichment
- Health

The Community Oversight Team continues working to implement the Hispanic Quality of Life Initiative.

*Imagine Austin* helps build on these efforts by connecting them to citywide policies. In particular, these two initiatives are connected to four of *Imagine Austin*'s Priority Programs:

- **Develop and maintain household affordability throughout Austin**

In addition to improving market rate affordability within the city, this program also seeks to develop new programs aimed at maintaining existing and developing new affordable housing for blue-collar workers and the un- and under-employed within the city.

- **Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs and local businesses.**

Many in Austin's African American and Hispanic populations have not enjoyed the city's recent prosperity. *Imagine Austin* addresses both sides of this dilemma: improving the skills the workforce has or needs and drawing more jobs that are available for those skills.

- **Create a Healthy Austin program.**

Support services—from the City, non-profits, and private market—that makes healthy choices available and easy to make, such as by eliminating “food deserts.”

- **Invest in a compact and connected Austin.**

Continued investment in existing neighborhoods is important to creating complete communities throughout the city that receive an equitable share of City services and amenities, such as pedestrian-friendly areas, shopping, transit, libraries, and safe and accessible playgrounds.

Any comprehensive plan in Austin owes a special duty to Austin's black and Hispanic community, but *Imagine Austin* should go further. This plan should serve as a platform to ensure everyone in Austin is a part of one or more of the city's vibrant communities, whether they are new or long-time residents, drawn by the local universities or high-paying construction jobs, whether they emigrate from Mexico, India, Vietnam, or California.



Huston-Tillotson University, a traditionally black university located in East Austin. The University evolved from Tillotson College and Samuel Huston College, both established in the late 1800s and later merged in 1952.





## IMPLEMENTING THE COMPREHENSIVE PLAN

*Imagine Austin* provides a wide-ranging policy framework to guide decision-making across all levels of City government. It sets an overall framework for internal decision making and provides direction for future planning efforts, updates and revisions for existing plans, the adoption and interpretation of regulations, setting budgets and spending priorities, and creating partnerships.

The plan's elements—vision statement (Chapter 3), policies and the Growth Concept Map (Chapter 4), priority programs (Chapter 5, pp. 186-210), and action matrix (Chapter 5, pp. 228-266) — provide different levels of guidance for implementation:

- The **Vision Statement** describes in aspirational terms what Austinites want the city to become by 2039 and establishes the broadest context for decision-making.
- **Policies and the Growth Concept Map series** guide long-term department strategies to achieve the Vision and should be incorporated into department master plans and budgeting.
- **Actions and Priority Programs** provide the more immediate steps to fulfill the vision statement. The actions are initiatives, programs, or regulatory changes needed to implement the policies and Growth Concept Map. The priority programs organize the actions into related groupings and establishes a system to manage the overall implementation of the comprehensive plan.
- **Work Plans: Step by Step Action** — Each program also includes a starting work program with short-term, long-term, and ongoing steps. Implementing each program will require elected officials, the public, staff, and City partners to develop a more detailed work plan that creates a step-by-step timeline of activities and milestones, connects community stakeholders, and allows progress in each program to be regularly monitored and evaluated to learn from experience, achieve results, and ensure effective use of community resources.

## PLANNING

The *Imagine Austin Comprehensive Plan* provides the policy basis for future plans. It also establishes the context for a complete planning framework that coordinates plans of different purposes, scales, and levels to implement the comprehensive plan. These “implementation plans” will apply the vision statement, policies, and Growth Concept Map to smaller areas or specific issues. If, during these planning processes new conditions or issues arise, *Imagine Austin* may be amended to address these changing circumstances and to ensure the plan's ongoing viability.

Other types of plans—master and small area—will help implement *Imagine Austin*. Master plans provide detailed guidance for city systems such as our parks, sidewalks, watersheds, and waste management. Small area plans are those for defined geographic districts such as transit station areas, corridors, and neighborhoods. These small area plans complement *Imagine Austin* by providing detailed land use, infrastructure, and service recommendations within the framework set by the comprehensive plan policies and Growth Concept Map.

### REVIEW OF EXISTING PLANS

The City of Austin adopted many operational, master, and small area plans prior to *Imagine Austin*. During the process to create the new comprehensive plan, these plans were included with public input to shape *Imagine Austin*, including the development of the Growth Concept Map. See Appendix D for the Small Area and Master Plans attached to *Imagine Austin*.



# DIFFERENT PERSPECTIVES WORKING TOGETHER

How Imagine Austin coordinates master and small area plans

## Making decisions in the future

The comprehensive plan, master plans, and small area plans are all guides for future decisions: spending (including the City's annual budgets and bonds) or regulations (including decisions on rezoning requests). These plans work together by providing decision-makers (City Council, but also boards and commissions, City staff, and the public) with coordinated but different perspectives.



Construction of the Great Streets enhancements to Cesar Chavez.



Austin City Council.





The *Imagine Austin Comprehensive Plan* recognizes and embraces all previous master and small area plans. As depicted on pages 218 -219, the comprehensive plan is an “umbrella” plan that serves as a guide on city-wide, cross-department issues to achieve the vision statement. *Imagine Austin* is not a plan that supersedes previous plans, but acts as a chaperone to the future projected growth of Austin over the next 30 years. During this growth period, inconsistencies between *Imagine Austin* and other plans may be discovered. Changes to the master plans will be addressed through a public amendment process by the City Council. Changes to the small area plans (e.g., neighborhood plans) will continue to include public input from affected parties and will follow the adopted neighborhood plan amendment process. Changes to *Imagine Austin* should be addressed through the annual review.

The City should continue the small area (neighborhood, corridor, and station area) planning process for areas without adopted small area plans. *Imagine Austin* should inform, but not predetermine, decisions made in future small-area plans. Modifications to the Growth Concept Map may be necessary to respond to the input from future small-area plans and reflect the more detailed discussions that can occur with site-specific analysis. New plans will have the same status and function as existing small area plans (neighborhood plans).

As the City of Austin develops new master and small area plans, *Imagine Austin* will serve as a guide to policy direction. In areas not covered by small area plans, *Imagine Austin* will serve as an instrument for developing plans and providing planning parameters. As with the *Imagine Austin* planning process, public involvement will be included that could potentially generate ideas and themes for these plans.

## REGULATIONS AND ZONING

The Austin City Charter requires all land development regulations be consistent with the comprehensive plan. To assess the level of consistency, the City of Austin will need to review and analyze these regulations for changes needed to support plan policies and actions called for by priority programs. This “code diagnosis” will identify those sections of existing regulations that need to be changed and will provide the direction for preparation of proposed code amendments or revisions. In addition, the City may consider regulatory changes as part of *Imagine Austin’s* Annual Report and periodic Appraisal and Evaluation.

Zoning decisions will be guided by all of *Imagine Austin’s* elements—vision statement, policies, Growth Concept Map, actions, priority programs, and attached small area plans. Where a small area plan exists, recommendations should be consistent with the text of the plan and its Future Land Use Map or equivalent map (if one exists). Where no small area plan exists, *Imagine Austin* should be used as a guide for zoning decisions. In such instances, rezoning requests should be reviewed against relevant sections of the comprehensive plan.

## SPENDING

*Imagine Austin* will also help direct how the City spends money. This spending typically takes the form of capital improvements and the annual operating budget. The comprehensive plan will influence both types of expenditures. *Imagine Austin* builds on existing operations to better coordinate the City's many missions. However, it does not address all City operations and should not be taken as a guide to budgeting, particularly related to dedicated funding sources, funding for essential needs such as emergency medical, police, and fire services, and funding for existing infrastructure repairs and improvements.

*Imagine Austin* also provides context for seeking outside sources of funding, such as federal or state grants.

## ANNEXATION

Annexation is an important tool to guide growth and development and is the only way to expand municipal boundaries. The City of Austin uses annexation to apply zoning and development regulations, to protect and expand the tax base, to more efficiently deliver municipal services such as public safety and utilities, and to provide these services to developing areas. To be consistent with *Imagine Austin*, provide efficient, equitable, and environmentally sensitive utility services, and coordinate the extension of municipal services, the City of Austin should continue to maintain its annexation program. This program should be based on the following policies:

- Annex areas that can be the most economically served with existing and proposed infrastructure and services.
- Annex areas that will be provided with municipal services and utilities through coordinated municipal utility and service extension plans and the capital improvements program.
- Continue to annex major industrial and commercial areas on the periphery of the city.
- Use limited purpose annexation in cooperation with landowners to expand environmental, land use, and development regulations on land currently in the extraterritorial jurisdiction.
- Consider annexing areas served by aging or substandard septic systems where water quality degradation is probable or citizens have submitted petitions for annexation.
- Annex residential areas to broadly distribute the cost of services.
- Provide City consent to independent utility or improvement districts only where the City is the water and wastewater utility provider. The districts must promote sustainable development in accordance with the Growth Concept Map. Proposed districts must be financially viable, located entirely within Austin's extraterritorial jurisdiction, and provide extraordinary public benefits.

## PARTNERSHIPS

The City of Austin cannot implement *Imagine Austin* by itself. It will need to enter into partnerships with public, private, and non-profit organizations and develop coalitions with our regional neighbors to address mutual concerns. The City of Austin currently has relationships with a number of surrounding local governments and agencies such as Travis County, the Capital Metropolitan Transportation Authority, and Central Health. To implement *Imagine Austin* these relationships may need to be strengthened and those with other organizations such as area school districts, colleges, and universities made more firm. For example, to achieve the desired land use patterns, transportation improvements, environmental protections, and service coordination within Austin's extraterritorial jurisdiction, coordination with Travis County is essential.

New and existing partnerships, particularly with non-profit organizations, may require capacity building through grants or other direct assistance to develop training, leadership, programs, and revenue generation and community engagement strategies. Such assistance can leverage the resources of partner organizations to implement some actions while freeing up resources to implement others. Cooperation also increases government efficiency and reduces costs through resource sharing, increased coordination, and consolidation of duplicative services.

Central Texas is becoming an increasingly interdependent region with natural systems and urban environments crossing political boundaries. If we are to address the region's collective concerns and realize *Imagine Austin's* vision, we must collaborate with surrounding municipalities and counties. Within our city limits we can encourage sustainable growth patterns, but scattered, low-density development outside the city can undercut those efforts. The City of Austin's best efforts to protect the Edwards Aquifer will suffer without a regional commitment to similar targets. Collaboration and shared goals improve the region's quality of life and competitiveness, for example, by providing seamless transportation and open space connections.

## DOCUMENTING PROGRESS: PLAN MONITORING AND REVIEW

Regular evaluation and monitoring of the *Imagine Austin Comprehensive Plan* is a key component of the implementation strategy. If the plan is to remain useful and effective over time, the City must establish a method to measure the successes and challenges in achieving its vision, goals, and implementation strategies. Ongoing monitoring will inform the City Council, Planning Commission, City of Austin administration and departments, partner organizations, and the public about the plan's effectiveness; identify those aspects of implementation that are working well and those needing improvement; and keep the plan current as circumstances change and new information becomes available. The monitoring process provides a way to measure progress and get feedback from policy makers and the public to determine if the implementation program is working to achieve the *Imagine Austin* vision. Plan monitoring includes two primary components: annual program monitoring of recommended initiatives, programs, or regulatory changes; and longer term performance monitoring using indicators to measure whether the recommended actions are achieving desired results. These components will be documented using the two monitoring and review mechanisms identified in the Austin City Charter—the Annual Report (program monitoring) and the periodic (i.e., five-year) Evaluation and Appraisal Report (performance monitoring).

### ANNUAL REPORT (PROGRAM MONITORING)

The Annual Report assesses the City's progress in accomplishing the priority programs identified in the *Imagine Austin* implementation plan. The report will include:

- Projects and policies (including capital improvements) implemented and the alignment of those projects and policies with the goals of the plan
- An annotated matrix indicating the implementation status and benchmarks of each priority program
- The work program for the coming year
- Suggestions for updates to the comprehensive plan needed to respond to new issues and changing conditions, for consideration by City Council.

The Annual Report will be submitted by the Planning Commission to the Mayor and City Council at the end of each fiscal year.

### FIVE-YEAR EVALUATION AND APPRAISAL REPORT (PERFORMANCE MONITORING)

Performance monitoring provides an assessment of whether actions that have been implemented in previous years are achieving the desired results as measured through complete communities indicators, examples of which are provided below. Once a specific action has been implemented, as documented in the Annual Report, performance monitoring will assess whether that action is having positive results. For example, if an action item to introduce new tools and strategies to



promote affordable housing is implemented, performance monitoring will document measurable targets such as an increase in the number of affordable units built in a given timeframe.

Performance monitoring will be documented every five years in the Evaluation and Appraisal Report. This means that at least once every five years, the annual report will provide an assessment of the overall progress of the plan, including a description of what significant changes have occurred since plan adoption (or previous assessment or update) and use of the performance indicators to measure whether or not the outcomes desired by the community are being met. Depending on progress made and new issues that emerged over the previous five years, the Evaluation and Appraisal Report will allow for minor amendments and modifications based on changing local, regional, state, and national dynamics and trends, as well as the completion of highlighted programs. Major updates may also be required to re-assess the plan's goals, policies, and priorities, and should occur at least every 10 years. If the Evaluation and Appraisal Report finds that a major update is warranted, a new public participation plan should be prepared to ensure the plan update takes direction from the community. If an update to the plan is needed, proposed changes will be submitted to the Planning Commission within 18 months after the evaluation is approved by City Council.

## COMPLETE COMMUNITIES INDICATORS

As indicated in the description of performance monitoring above, numeric indicators are used in plan implementation and monitoring to measure whether or not the goals and vision of the plan are being met. For example, available data on transit ridership, educational attainment, and the number of affordable housing units built can be tracked to monitor progress in achieving *Imagine Austin* goals related to mobility, education, and affordable housing. Therefore, collecting consistent and thorough data on a regular basis is important to measuring the plan's progress.

The following indicators for each of the *Imagine Austin* vision principles provide metrics for the City of Austin and its partners to measure success in achieving plan goals. All indicators were calculated for the planning area at the time of adoption to ensure consistency and comparability from year to year, even when City boundaries change and the extraterritorial jurisdiction expanded. Indicators highlighted in red will also be calculated for seven geographic subareas for comparison (see Figure 5.1 on page 227). Where appropriate, indicators tracking walkability should seek to approximate real-world conditions, such as access to the edge of parks, and the centers of retail areas with large amounts of surface parking. Indicators will be presented as numeric results. Indicator mapping may be integrated into a small area planning process.

As new data and measurement techniques become available or as circumstances change, existing indicators may be revised, removed, and new ones added.

### Livable



- Households with children (tracked geographically)
- Residential density (people per square mile)
- Median housing values (dollars, by Zip code)
- Median rent (dollars, by Zip code)
- Cost burdened households (housing, transportation, and utility costs)
- Residents who are overweight/obese (percent)
- Community gardens/plots/local farms (count and acreage)
- Citywide crime rates
- Perception of safety (community survey)
- Homeless count (annual point in time estimate)
- Number of farmers markets, farm stands, and mobile healthy food carts
- Households within ½ mile distance of full-service supermarkets/grocery stores (percent)

### Natural and Sustainable



- Developed land (square miles)
- Mixed-use development (percent)
- Impervious cover (percent per capita and total)
- Parks and open space (acres or acres per capita)
- Water consumption (total water use and per capita residential)
- Water quality
- Air quality (nitrogen oxides and volatile organic compounds)
- Greenhouse gas emissions (by sector)
- Energy generation, percent of renewables
- Development within the Edwards Aquifer recharge and contributing zones (square miles)
- Development within the 100-year floodplain (square miles)
- Households within ½ mile distance of park or accessible open space (percent)

### Creative



- Dedicated municipal funding for arts (dollars per capita)
- Private funding for arts (dollars per capita)
- Arts programs in schools and neighborhood recreation centers
- Attendance at arts/cultural events
- Money brought into economy from arts/cultural events
- Live music venues
- Households within ½ distance of art/cultural venue (percent)

### Educated



- School attendance rates
- High-school graduation rate (percent, by geography)
- Residents with undergraduate and graduate degrees (percent)
- Standardized test scores
- Enrollment in certification, continuing education, and lifelong learning programs
- Households within ½ mile of library or community center
- Households within ½ mile distance of a school, public and/or private (percent)

### Mobile and Interconnected



- Transit ridership (percentage of trips)
- Vehicle miles traveled (total and per capita)
- Average transit headways (minutes)
- Bicycle miles traveled (total and per capita)
- Sidewalks (linear miles and percent of street frontages with sidewalks)
- Bicycle lanes (linear miles)
- Households within ¼ mile of an urban trail (percent)
- Households within ¼ and ½ mile distance of transit and high capacity transit (percent)
- Employees within ¼ and ½ mile of transit and high capacity transit

### Prosperous



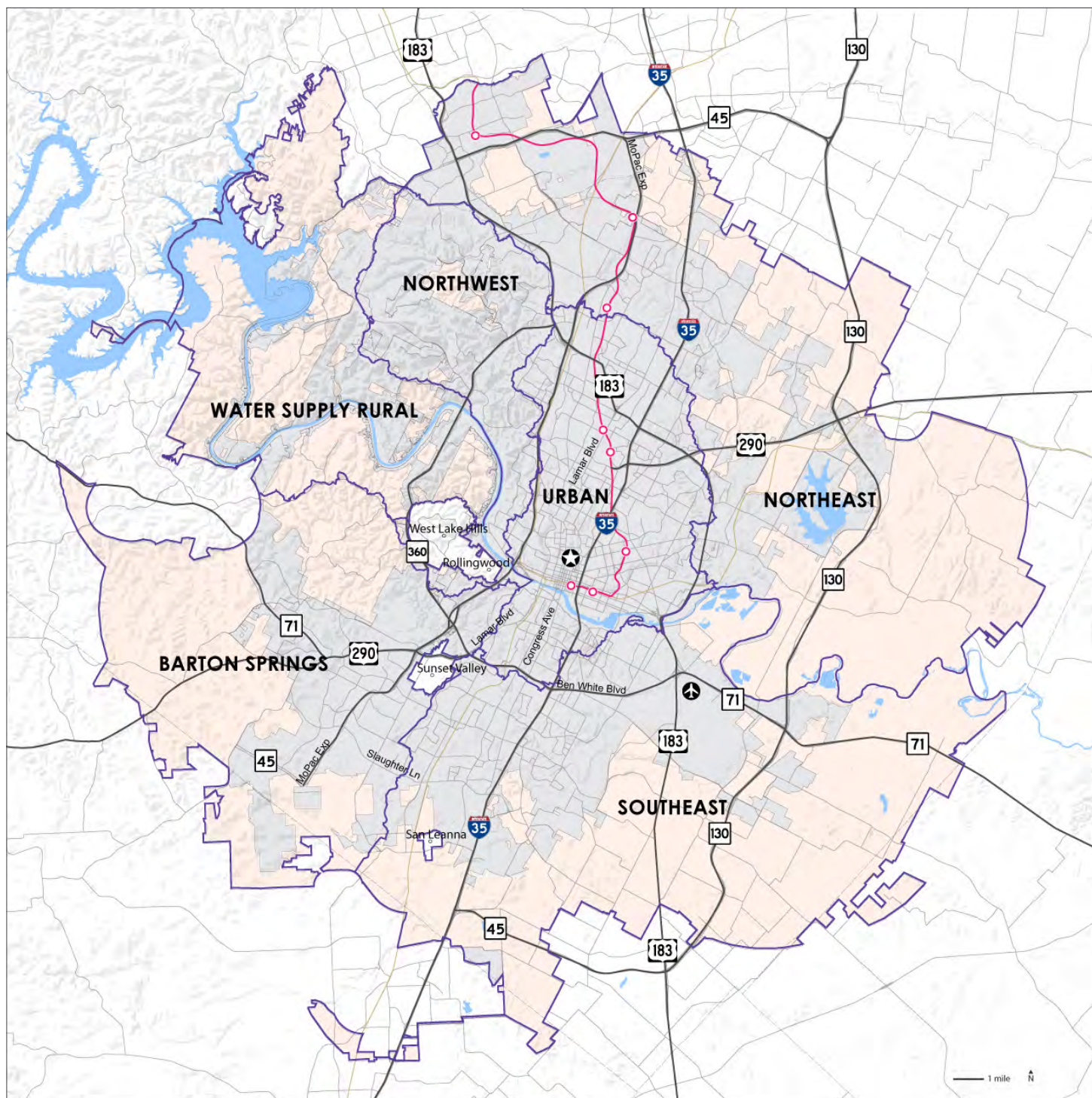
- Employment density (jobs per square mile)
- Economic output (dollars)
- Job/housing balance (ratio of jobs to people)
- Employment rate (percent)
- Tax revenue (dollars)
- New businesses started per capita (dbas filed per capita)
- Households within ½ mile distance of retail and mixed-use centers (percent)

### A Community that Values and Respects People



- Public safety response times (minutes)
- Voting rates (tracked geographically)
- Proportionality of arrest demographics (yes/no)
- Households within ½ mile distance of medical services (percent)

Figure 5.1 Geographic SubAreas





**ACTION MATRIX**

The tables lists each building block action. The actions are initiatives, programs, capital improvements, or regulatory changes needed to implement the policies and Growth Concept Map. The actions also convey additional detail for implementing the priority programs; connections between actions and programs are identified.

Working Group Priority Actions are highlighted

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT A1	Give priority to City of Austin investments to support mixed use, transit, and the creation of compact walkable and bikeable places.	CIP	<ul style="list-style-type: none"> <li>Invest in a compact and connected Austin.</li> <li>Create a Healthy Austin Program.</li> </ul>
LUT A2	Promote diverse infill housing such as small-scale apartments, smaller-lot single-family houses, town and row houses, and garage apartments that complement and enhance the character of existing neighborhoods.	Regulation	<ul style="list-style-type: none"> <li>Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>Develop and maintain household affordability throughout Austin.</li> </ul>
LUT A3	Establish land use and street design regulations to create sustainable neighborhoods that are child-friendly, support walking and bicycling, are in proximity to daily needs, and provide a range of housing-type options such as duplexes, townhouses, row houses, small-scale apartments, and houses on smaller lots to meet the needs of people of different means and at different stages of their lives.	Regulation	<ul style="list-style-type: none"> <li>Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>Develop and maintain household affordability throughout Austin.</li> <li>Create a Healthy Austin Program.</li> </ul>
LUT A4	Use incentives and regulations to direct growth to areas consistent with the Growth Concept Map that have existing infrastructure capacity including roads, water, wastewater, drainage, and schools.	Policy	<ul style="list-style-type: none"> <li>Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A5	<p>Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places by:</p> <ul style="list-style-type: none"> <li>- Increasing development rights through changes in regulations, density bonuses, and other incentives;</li> <li>- Revising parking requirements that result in more permeable areas and promote walking, biking, and transit;</li> <li>- Providing assistance in securing funding for redevelopment;</li> <li>- Ensuring appropriate transitions to less intensive residential areas;</li> <li>- Expediting the permitting and approval process;</li> <li>- Utilizing Low Impact Development practices to mitigate impacts associated with increases in impervious cover or constrained stormwater infrastructure that may impede redevelopment.</li> </ul>	Regulation, CIP	<ul style="list-style-type: none"> <li>Invest in a compact and connected Austin.</li> <li>Change Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)

## Working Group Priority Actions are highlighted

LUT A6	Create a regional planning initiative to encourage local governments in Central Texas to promote a mix of housing and land uses for diverse populations and income groups, located near work, shopping, and services.	Coordination	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
LUT A7	Implement a transfer of development rights program to transfer development rights from environmentally sensitive areas to areas identified on the Growth Concept Map for new development or redevelopment.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
LUT A8	Adopt policies and establish a regulatory environment that promotes the development of compact, mixed-use places that provide great public spaces accessible to people of all ages and abilities.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A9	Coordinate with local school districts in the planning and siting of schools and other educational facilities to encourage sustainable designs and promote the creation of complete communities.	Coordination	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A10	Locate new industrial development; logistics, warehousing, and distribution; and other comparable businesses in areas with adequate utility and transportation infrastructure and in areas that reduce the harmful effects on neighborhoods and the environment.	Policy, Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A11	Develop land use and transportation policies and regulations that promote the development of projects that promote more active and healthy lifestyles, such as community gardens, tree-shaded sidewalks and trails, bicycle parking, showers within office buildings, and having daily needs within proximity to home and work.	Policy, Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A12	Create an integrated transportation plan that encompasses driving, transit, bicycling, walking, and roadway and rail freight.	Policy	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A13	Create a system of high-capacity transit, including elements such as urban rail and bus rapid transit corresponding to land use mix and intensity.	CIP, Policy	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>

Working Group Priority Actions are highlighted

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT A14	<p>Increase public transit ridership.</p> <ul style="list-style-type: none"> <li>- Expand service to compact centers and activity corridors</li> <li>- Increase the number of people who use transit by choice</li> <li>- Create inviting public spaces at stops and transfer centers</li> <li>- Provide real-time schedule information</li> <li>- Add more covered bus shelters</li> <li>- Make stops more convenient</li> <li>- Add park and ride facilities</li> <li>- Make routes more convenient and the system more intuitive</li> <li>- Create street design standards (bus turnouts, sidewalk width, benches, shelter)</li> <li>- Give transit priority (queue jumpers, signal priority, managed lanes, and dedicated lanes)</li> <li>- Launch an informative and enticing public relations campaign</li> <li>- Implement first and last mile solutions such as carpooling, vanpools, and bicycle and car sharing</li> <li>- Add more bicycle carrying capacity to buses and trains</li> </ul>	Program, CIP, Coordination	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A15	Ensure that the construction, operation, and management of rail, bus rapid transit, local bus systems, and future public transportation are integrated and coordinated across City Departments and with our partners such as other local governments, agencies, and districts.	Coordination	
LUT A16	Enhance crosstown transit options to better connect people to the places where they live, work, play, shop, and access services.	Coordination, CIP	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>
LUT A17	Create an efficient and connected transportation system that allows people with disabilities and special needs to easily access their daily needs from where they live and work.	Regulation, Coordination	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A18	Develop a program and funding source to retrofit existing, incomplete roadways into complete streets.	CIP, Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A19	<p>Develop complete streets design guidelines for all new road construction and reconstruction:</p> <ul style="list-style-type: none"> <li>- Pedestrian and bicycle facilities and amenities</li> <li>- Green street techniques</li> <li>- Green Street Techniques/Green Infrastructure Best Management Practices</li> <li>- Interconnected, navigable, grid-like streets and blocks</li> <li>- Flexibility in design and regulations</li> <li>- Create pedestrian-activated crosswalks at mid block intersections on arterials to improve pedestrian safety</li> <li>- Traffic calming measures</li> <li>- Transit accommodations</li> <li>- Use of native landscaping</li> </ul>	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>

Working Group Priority Actions are highlighted

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT A20	Develop roadway and rights-of-way design standards that accommodate the needs of street trees and above and below ground utilities and infrastructure.	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
LUT A21	Create a network of on- and off-street physically separated bicycle and walking routes or trails linking all parts of Austin and the region.	CIP	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A22	Expand the Safe Routes to School programs.	Coordination, CIP, Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A23	Develop standards to connect all new neighborhoods to adjacent neighborhoods and commercial areas by streets, sidewalks, and bicycle lanes and/or paths.	Regulation	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
LUT A24	Encourage the relocation of the Missouri-Pacific Railroad freight line from its current alignment through the middle of Austin.	CIP, Coordination	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>
LUT A25	Create a transportation and congestion management plan and program to improve the flow of traffic in and out of the Central Business District during the morning and evening rush hours through coordination with the Downtown public and private sector stakeholders.	Coordination, Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>
LUT A26	Set targets for vehicle miles traveled per capita and incorporate those targets into traffic impact studies for new development.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A27	Promote increased bicycling and walking through traffic enforcement, program evaluation, and developing and integrating web-based tools, mobile applications and other educational materials.	Analysis, Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>
LUT A28	Create design standards for public spaces such as parks, plazas, sidewalks and trails that respond to the unique setting in which they are located.	Regulation, Policy	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
LUT A29	Engage the local creative community to create more robust public art for Austin's public gathering places such as plazas, parks, trails, roadways, transit stops, and sidewalks.	Program	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> </ul>
LUT A30	Create a regulatory environment to allow flexibility in how buildings are used in compact centers and along commercial corridors—particularly the first floor—by simplifying the process to adapt from one use to another, such as residential to commercial or vice versa.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>



## Working Group Priority Actions are highlighted

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT A31	Improve streetscapes and infrastructure along activity corridors and at activity centers through the use of financing mechanisms such as Tax Increment Financing (TIF) districts and Public Improvement Districts (PID).	CIP, Program	• Invest in a compact and connected Austin.
LUT A32	Develop standards for public spaces, such as parks, plazas and streets, to create integrated, tree-covered places.	Regulation, Policy	• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
LUT A33	Develop dark sky regulations and standards to reduce nighttime light pollution to:  - Allow people to see the stars  - Reduce the adverse health effects of light pollution on humans  - Reduce the effects of unnatural lighting on the environment and nocturnal animals  - Conserve natural resources due lowered energy usage.	Regulation	• Create a Healthy Austin Program.
LUT A34	Incentivize new and redevelopment to be sensitive to the Central Texas climate, culture, building traditions, and constructions materials.	Regulation	• Revise Austin's development regulations and processes to promote a compact and connected city.
LUT A35	Develop standards and expand incentives for green building and increased energy efficiency for new construction and remodels of older houses.	Regulation	• Revise Austin's development regulations and processes to promote a compact and connected city.
LUT A36	Incentivize appropriately-scaled and located green infrastructure and public spaces, such as parks, plazas, greenways, trails, urban agriculture and/or open space in new development and redevelopment projects.	Regulation	• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
LUT A37	Develop a regulatory framework to incentivize the use of Low Impact Development (LID) features such as rainwater harvesting, increased permeable surfaces, rain gardens, green roofs, green streets, and naturalized water quality features such as bioswales to manage stormwater.	Regulation	• Sustainably manage our water resources.
LUT A38	Review and change building and zoning codes and incorporate best practices to promote green building and sustainable development.	Analysis, Regulation	• Revise Austin's development regulations and processes to promote a compact and connected city.
LUT A39	Create regulations and incentives for developers and builders to use green development techniques for buildings, streets, and open spaces with a focus on conservation, longevity, and sustainability.	Regulation	• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
LUT A40	Expand the number of parks and amount of open spaces of different sizes and purposes throughout the city.	CIP, Regulation	• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
LUT A41	Promote Austin and the surrounding area's green infrastructure by utilizing web-based tools such as maps and other resources.	Analysis, Coordination	• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.

## Working Group Priority Actions are highlighted

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT A42	Create incentives and develop funding mechanisms and regulations to promote the rehabilitation, reuse, and maintenance of historically designated properties:  -Grants  -Tax incentives  -Flexible building requirements  -Revolving loan sources  -Fee waivers  -Fast-track permitting	Regulation, Incentives, Program	
LUT A43	Conduct ongoing updates to the historic and cultural resource survey and inventory to include iconic heritage trees, sites, structures, and districts.	Analysis	
LUT A44	Develop and implement straightforward and transparent preservation strategies, guidelines, and regulations for historic areas, sites and structures, and cultural resources that preserves Austin's heritage, while being respectful of the local character, community values, and of the desires of property owners.	Program	
LUT A45	Develop a program that acknowledges and rewards notable contemporary and historic architecture, landscape architecture, and urban design:  - create an annual award for excellence in design  - sponsor a design studio  - develop a mapping and wayfinding system	Program	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> </ul>
LUT A46	Ensure consistency between the Growth Concept Map Series and regional transportation plans by amending the Austin Metropolitan Area Transportation Plan to remove SH45 SW and requesting its removal from the Capital Area Metropolitan Planning Organization 2035 Regional Transportation Plan.	Coordination	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
LUT A47	Create an ongoing Vision Zero Task Force to develop a Vision Zero Action Plan and subsequent updates to that Action Plan	Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> <li>• Create a Healthy Austin Program.</li> </ul>
Housing and Neighborhoods / Building Block 2			
Label	Action Idea	Action Type	Priority Program(s)



I imagine Austin...

with more foot  
traffic than  
rush hour traffic!



Working Group Priority Actions are highlighted

HN A1	Establish regulations and programs to promote the development of a variety of market rate and affordable housing types within compact, activity centers and corridors served by transit.	Regulation, Program	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A2	Develop incentives and policies to encourage more families with children to live in Austin's established neighborhoods by increasing the supply and variety of housing.	Regulation, Policy	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A3	<p>Produce regulations and enhance programs to promote affordable housing throughout Austin by:</p> <ul style="list-style-type: none"> <li>- Utilizing publicly-owned land for the development of affordable housing</li> <li>- Preserving existing affordable housing</li> <li>- Allowing for diverse housing types throughout Austin</li> <li>- Balancing homeownership and rental opportunities</li> <li>- Providing assistance in securing funding for affordable housing</li> <li>- Examine regulations and policies that adversely affect affordable housing and consider approaches to minimize cost impacts for units attainable for families at significantly less than market values</li> <li>- Land banking</li> <li>- Encouraging the expansion of community development corporations</li> </ul>	Regulation, Program, CIP	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>



## Working Group Priority Actions are highlighted

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN A4	Provide incentives, educational materials, and develop new funding sources for the rehabilitation and repair of affordable housing, including:  - Tax rebates  - Flexible development regulations  - Fees-in-lieu of providing affordable housing  - Bond elections	CIP, Regulation	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A5	Incentivize and subsidize the construction of infrastructure for projects providing affordable housing.	CIP	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A6	Provide greater consideration for the awarding of incentives to businesses, organizations, and developments that provide housing and employment opportunities for economically disadvantaged individuals.	CIP, Coordination	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A7	Advocate changes to State of Texas legislation to support the development of affordable housing (i.e., repeal of the ban on inclusionary zoning).	Policy, Coordination	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A8	Expand home-buyer assistance programs so that lower income households can purchase houses to increase homeownership levels in Austin.	CIP, Program	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A9	Expand existing and develop new programs, and coordinate with other organizations to retain long-time residents of neighborhoods experiencing rapidly increasing property values and an influx of wealthier new residents.	Policy, Program	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Develop household affordability throughout Austin.</li> </ul>
HN A10	Create incentives and form partnerships with large employers to develop workforce housing.	Program, Coordination	<ul style="list-style-type: none"> <li>• Develop household affordability throughout Austin.</li> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
HN A11	Establish a regulatory framework to promote and assist housing development that involves adaptive re-use of existing buildings.	Regulation	
HN A12	Develop a program to expand opportunities for homebuyers to incorporate the cost of energy-efficient improvements into their mortgages or into the refinancing of existing mortgages.	Policy, Coordination	
HN A13	Expand informational programs that educate homeowners and builders about sustainable building practices.	Program	
HN A14	Create a more robust code enforcement program to improve the quality of housing	Program	Replaced by CFS A22 per 2013 Amendment

## Working Group Priority Actions are highlighted

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN A15	Develop a regulatory framework to incentivize the use of sustainable and cost effective design features such as rainwater harvesting, xeriscape features, rain gardens, green roofs, graywater irrigation, solar power, and energy efficient utilities.	Regulation	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
HN A16	Engage the local architect and design community in creating a variety of housing types to meet the housing needs of all types of households (e.g., singles, empty nester, families with children, and people with disabilities).	Coordination	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> </ul>
HN A17	Develop regulations and standards that promote innovative and diverse residential architecture that is sensitive to the surrounding neighborhood.	Regulation	
HN A18	Work with employers to locate their place of business along activity centers and corridors in proximity to residential areas that could provide housing for their employees.	Coordination	<ul style="list-style-type: none"> <li>• Develop and maintain household affordability throughout Austin.</li> </ul>
HN A19	Ensure harmonious and compatible transitions between neighborhoods and adjacent commercial, mixed-use, and denser housing by regulating setbacks, building mass and height, and other design elements and uses.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
HN A20	Develop and implement strategies that address spillover parking from commercial districts into adjacent residential areas that include increased public transportation, better pedestrian and bicycling amenities, improved signs, and parking management.	Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
HN A21	Align future development with the Growth Concept Map through adoption of small-area plans (e.g., neighborhood, corridor, and station area plans) that contain provisions set forth in <i>Imagine Austin</i> , including: <ul style="list-style-type: none"> <li>- Areas experiencing change</li> <li>- Infill Development</li> <li>- Activity centers and corridors</li> <li>- Increased density</li> <li>- Open space and open space connectivity</li> <li>- Historic preservation</li> <li>- Neighborhood preservation</li> <li>- Transitioning between land uses</li> <li>- A variety of housing types</li> <li>- Affordable housing</li> <li>- Brownfield and grayfield redevelopment</li> <li>- Public Transportation</li> </ul>	Policy	

Working Group Priority Actions are highlighted

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN A22	Ensure outreach efforts for the ongoing comprehensive planning program as well as small-area plans are directed toward attracting a diversity of stakeholders including under-represented demographic and socio-economic groups.	Policy	
HN A23	Coordinate with public and private sector organizations in Austin, such as school districts, non-profit organizations, and other agencies to address efforts related to health and human services, housing, economic development, sustainable development, and planning.	Coordination	<ul style="list-style-type: none"> <li>• Develop and maintain household affordability throughout Austin.</li> <li>• Create a Healthy Austin Program.</li> <li>• Sustainably manage our water resources.</li> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
HN A24	<p>Establish a regulatory environment that creates communities across Austin that:</p> <ul style="list-style-type: none"> <li>- support walking, bicycling, and transit</li> <li>- encourage live/work spaces</li> <li>- are in proximity to daily needs</li> <li>- include a variety of employment opportunities</li> <li>- provide a range of housing (duplexes, townhouses, row houses, small-scale apartments, etc.) integrating market-rate and affordable housing for people of all ages, abilities, and means</li> <li>- utilize sustainable building practices</li> <li>- are stable with low crime and safe buildings</li> <li>- provides a range of facilities and services such as schools, parks, community gardens, and other public gathering spaces</li> </ul>	Regulation, Coordination	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Create a Healthy Austin Program.</li> </ul>







Working Group Priority Actions are highlighted

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
E A1	Maintain partnerships between local chambers of commerce, business associations, and regional and state economic agencies to develop and improve programs to recruit and retain businesses to Austin.	Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A2	Establish strategic incentives and investments tailored to targeted industries and business districts throughout Austin, such as downtown, industrial areas, roadway corridors, neighborhood-oriented and -scaled districts, transit-oriented districts (TOD), etc.	Policy, CIP	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A3	<p>Create a regulatory framework to foster a business-friendly environment by:</p> <ul style="list-style-type: none"> <li>- Identifying regulatory impacts on investment, business development, and retention (zoning, permitting and licensing requirements, tax requirements, etc.)</li> <li>- Assigning city staff devoted to helping businesses navigate the system and troubleshoot;</li> <li>- Creating development incentives (including tax incentives), density and floor-to-area ratio (FAR) bonuses, reduced and alternative parking requirements, expedited review, etc.</li> <li>- Simplifying and clarifying the development review process, including one-stop shop review, enforced timelines, and set targets for responsiveness and accountability</li> <li>- Allowing more by-right development</li> <li>- Making development regulations more flexible, while defining the extent of flexibility and maintaining safety and code integrity</li> <li>- Creating a program to assist businesses that are affected by road construction or infrastructure improvements</li> <li>- Creating a rehabilitation building code to make adaptive reuse efficient and affordable</li> </ul>	Regulation, Program	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A4	Establish and continually monitor a set of measures to gauge the effectiveness of economic development initiatives.	Analysis	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A5	Improve Austin's transportation and economic connections between other major cities in Texas by supporting the construction of a high speed rail network.	Coordination	<ul style="list-style-type: none"> <li>Invest in a compact and connected Austin.</li> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>

Working Group Priority Actions are highlighted

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
E A6	Increase international air service to Austin-Bergstrom International Airport to improve business and tourism opportunities.	Policy, CIP	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A7	Facilitate international trade that benefits diverse sectors of the Austin economy.	Policy, Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A8	Expand the online availability of business development resources, such as best practices, for small businesses.	Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A9	<p>Establish and expand policies, programs, and partnerships to support the development of creative industries, including film, music, gaming, etc., in Austin. These could include:</p> <ul style="list-style-type: none"> <li>- Incubator programs</li> <li>- Business accelerators</li> <li>- Promotional programs</li> <li>- Live-work opportunities</li> <li>- Financial assistance</li> <li>- Implementation of the Create Austin Cultural Master Plan</li> <li>- Technical assistance and professional development opportunities</li> <li>- Workshops</li> </ul>	Policy, Program	<ul style="list-style-type: none"> <li>Grow and invest in Austin's creative economy.</li> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A10	Partner with the Austin Convention and Visitors Bureau to develop a marketing strategy to promote tourism that builds upon Austin and Central Texas' unique natural environment, outdoor lifestyles, live music, performing arts, culture, diversity, and history.	Program, Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A11	Partner with business, property, and arts organizations to enhance downtown Austin's position as a nationally- and internationally-renowned business, entertainment center, and regional destination.	Program	<ul style="list-style-type: none"> <li>Grow and invest in Austin's creative economy.</li> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A12	Preserve and promote iconic and unique Austin facilities and events that attract tourists, convention business, corporate relocations, and the recruitment of skilled workers.	Program	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>

## Working Group Priority Actions are highlighted

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
E A13	<p>Work with local school districts, the University of Texas, Austin Community College, other area institutions of higher learning, major employers, and elected officials to:</p> <ul style="list-style-type: none"> <li>- Identify gaps in educational programs;</li> <li>- Identify the skills needed for current, emerging, and targeted job sectors;</li> <li>- Educate students at all levels about the skills needed to compete in a 21st Century economy.</li> </ul>	Coordination	<ul style="list-style-type: none"> <li>• Grow and invest in Austin's creative economy.</li> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A14	Work with local colleges and universities to expand their medical education offerings and increase the availability of medical residency programs.	Coordination	<ul style="list-style-type: none"> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A15	Develop economic development programs and incentives to promote the employment of historically under-employed segments of the population.	Program	<ul style="list-style-type: none"> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>• Grow and invest in Austin's creative economy.</li> </ul>
E A16	<p>Create a regional economic development task force, led by the Greater Austin Chamber of Commerce, that includes the City of Austin, nearby municipalities and surrounding counties; the University of Texas, Austin Community College, and other area institutions of higher learning; area transportation providers such the Capital Area Metropolitan Planning Agency, Texas Department of Transportation, Central Texas Regional Mobility Authority, and Capital Metropolitan Transportation Authority; major employers and representatives from major industries; and other regional partners to develop a strategic direction for the Austin region by:</p> <ul style="list-style-type: none"> <li>- Developing a shared direction for the region;</li> <li>- Sharing information between the public and private sectors;</li> <li>- Establishing collaborative communication links among regional planning efforts;</li> <li>- Analyzing the impacts of publically-owned land;</li> <li>- Collaborating and co-locating institutional uses;</li> <li>- Attracting and supporting target industries;</li> <li>- Coordinating transportation planning efforts;</li> <li>- Assisting with grant research and writing.</li> </ul>	Coordination	<ul style="list-style-type: none"> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>

## Working Group Priority Actions are highlighted

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
E A17	Establish more formal relationships between the cities in the Texas Triangle (Dallas-Fort Worth, Houston, and San Antonio) to address issues regarding the larger region, including intraregional trade policies, the development of an inland port, and the employment of the region's diverse population.	Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A18	<p>Partner with the Austin business community to develop policies, regulations, and programs to foster the development and success of local businesses by:</p> <ul style="list-style-type: none"> <li>- Creating an inventory of locally-owned businesses, including creative industries;</li> <li>- Developing a mentor program for locally-owned businesses;</li> <li>- Promoting the formation of worker-owned and community-owned businesses (co-ops) that sell local products;</li> <li>- Creating an Austin Craftsmen's Guild to showcase products created by Austin residents;</li> <li>- Providing tax incentives for locally-owned businesses;</li> <li>- Creating a directory of locally-produced products;</li> <li>- Simplifying the process to have local businesses provide additional services (e.g. host bands for SXSW);</li> <li>- Supporting businesses at each stage of the business life cycle;</li> <li>- Enhancing and expanding small business development services to grow market share of small, local businesses;</li> <li>- Expanding economic opportunities and measurable results for Minority- and Women-Owned Business Enterprise (MBE / WBE) firms.</li> </ul>	Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>
E A19	Create a public-private task force between the State of Texas, the City of Austin, Travis County, local universities, the Chamber of Commerce, and local industries to invest in research and development and green tech, biotech, high tech, and other emerging technologies.	Coordination	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A20	Improve government efficiency through technology (software and hardware) investments and by developing and retaining information technology staff.	Program	<ul style="list-style-type: none"> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
E A21	Establish strategies, incentives, or investments in healthful outdoor activities and venues that generate economic benefits to local businesses while promoting wellness.	Program	<ul style="list-style-type: none"> <li>Create a Healthy Austin Program.</li> </ul>
E A22	Initiate the development of the Digital Inclusion Strategic Plan	Program	<ul style="list-style-type: none"> <li>Invest in a Compact and Connected Austin</li> <li>Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> <li>Create a Healthy Austin Program.</li> <li>Grow and invest in Austin's creative economy.</li> </ul>





I imagine Austin...

Job growth  
to continue



Working Group Priority Actions are highlighted

Conservation and Environment / Building Block 4			
Label	Actions	Action Type	Priority Program(s)
CE A1	Implement the City of Austin Climate Protection Plan.	Policy, Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A2	Create a system for identifying, defining, and mapping environmentally sensitive areas for their protection.	Analysis	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A3	Preserve and protect environmentally sensitive areas using a variety of tools, including transferable development rights as well as policies and regulations that incentivize grayfield/redevelopment/infill.	Policy, Regulation	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A4	Improve policies and incentives for restoration of damaged natural resources areas.	Policy, Regulation	
CE A5	Collaborate regionally to align conservation and sustainable development regulations and policies to protect environmentally sensitive areas that cross political boundaries.	Coordination, Regulation, Policy	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A6	Encourage designs and building practices that reduce the environmental impact of development and that result in accessible green space.	Policy, Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A7	Establish a comprehensive, predictable, consistent, and efficient process to evaluate the environmental effects of new development.	Program, Analysis	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
CE A8	Develop an educational and awards program to showcase best practices in sustainable and low-impact development and achievements or innovations in waste reduction, recycling, and sustainable food practices.	Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A9	Create print and online educational materials to expand public awareness of the benefits of environmental protection, simple steps to improve protection, and common threats to avoid.	Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
Conservation and Environment / Building Block 4			



## Working Group Priority Actions are highlighted

Label	Actions	Action Type	Priority Program(s)
CE A10	Identify existing areas with limited access to parks, open space, and trails and create mechanisms to address these gaps.	Analysis, Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A11	Develop regulations and incentives to protect prime farmland such as transferable development rights, farmland trusts, farmland mitigation, and conservation easements.	Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A12	Support local farmers by creating incentives and removing regulatory barriers, offering tailored small business support, and creating public information campaigns to promote local food.	Analysis, Regulation, Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
CE A13	Expand existing and facilitate the establishment of new distribution avenues for local farm products.	Program, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
CE A14	Identify and map food deserts and provide incentives for full service grocery stores and farmers markets to locate in these underserved areas.	Analysis, Regulation	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
CE A15	<p>Expand the City of Austin's acquisition of environmentally significant land, conservation easements, and/or development rights for the protection of sensitive areas, including:</p> <ul style="list-style-type: none"> <li>- floodplains</li> <li>- riparian areas</li> <li>- wetlands</li> <li>- prairies</li> <li>- land that supports recharge of the Edwards Aquifer</li> <li>- wildlife habitat and corridors</li> <li>- bottomland forests and priority woodlands</li> <li>- critical environmental features</li> <li>- agricultural land</li> </ul>	Program, CIP	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A16	Develop and implement unified, comprehensive land management of all City of Austin lands for integrated environmental sustainability, including carbon sequestration, wildlife habitat, water quality and quantity, and education.	Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>

Working Group Priority Actions are highlighted

Conservation and Environment / Building Block 4			
Label	Actions	Action Type	Priority Program(s)
CE A17	Continue to develop and strengthen partnerships with universities and local schools to integrate educational programs with conservation and sustainability policies and projects.	Coordination	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A18	Create a regional task force to address inter-jurisdictional environmental sustainability issues.	Coordination	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A19	Review tree planting regulations to ensure that invasive species are not permitted. Create incentives to remove invasive plant species and replace them with native species.	Analysis, Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A20	Create a heritage tree inventory and monitoring system to create stronger mechanisms for protecting heritage trees.	Analysis, Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A21	Strengthen tree protection regulations.	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A22	Create an urban forest plan that identifies tree canopy goals, establishes a budget, and presents implementation measures.	Regulation, Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CE A23	Strengthen regulations that protect creeks and floodplains from development by increasing buffer zones and reducing the amount and type of development allowed in these areas.	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CE A24	Reduce pollution hotspots and prohibit high-emission uses (e.g. scrap yards, automotive repair, etc.) in floodplains and critical water quality zones.	Policy, Regulation	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program. • Sustainably manage our water resources.</li> </ul>





## Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A1	Limit, buffer, or prohibit public access to certain environmentally sensitive areas to maintain their value (i.e. wildlife protection and erosion control).	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CFS A2	Expand equitable access for adults, children, and their pets to active and passive parks throughout the city by carefully targeting new parks where most needed and developing public access agreements with non-City-owned parks and open space. For guidance, see the Walkable Access to Parks map (Figure 4.11, page 166).	Coordination	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A3	Establish pocket parks, smaller undeveloped preserves, and passive recreational spaces in areas with little open space.	CIP	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A4	<p>Explore additional funding sources primarily for the maintenance of parks as well as for the design and construction, including:</p> <ul style="list-style-type: none"> <li>- user fees</li> <li>- rental fees</li> <li>- additional grant opportunities</li> <li>- additional levy</li> <li>- reinvestment of revenue generated in parks</li> <li>- through partnerships</li> </ul>	Analysis, CIP	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A5	Ensure adequate funding for the maintenance of parks and trees on City of Austin property through Best Maintenance Practices.	CIP	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A6	Expand partnerships between local organizations and the City of Austin to maintain and improve local parks and open spaces.	Coordination	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A7	Revise tree planting and tree care standards to be more sustainable and reduce tree mortality.	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>

Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A8	Restore trees and vegetation along degraded waterways, especially in eastern watersheds.	CIP	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CFS A9	Create a trails master plan to ensure connectivity and provide consistency with regional, city, and neighborhood-level trail and transportation goals to provide pedestrian and bicycle connections between neighborhoods and destinations; incorporate trails throughout the city and region; encourage developers to connect to or complete the trail system; and use protected land along creeks and floodplains in an environmentally sustainable way.	Policy	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> <li>• Invest in compact and connected city.</li> </ul>
CFS A10	Develop, through a process engaging the general public and professionals, context-sensitive trail, park, and greenway standards to ensure high-quality, environmentally-sustainable design.	Policy	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A11	Develop multi-disciplinary, cross-jurisdictional planning teams for projects that involve major natural features, such as the Colorado River or Onion Creek Greenway.	Coordination	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CFS A12	Incorporate public art and interpretive signage into green spaces as an educational tool to demonstrate practices such as water conservation, recycling, and low-impact development.	Program	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CFS A13	Coordinate among City of Austin departments and other agencies to market recreational programs and health related awareness campaigns.	Coordination, Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
CFS A14	Coordinate and explore co-location opportunities for all city facilities.	Program	
CFS A15	Develop notification tools which help inform the public about active/recent safety issues, public education efforts, and natural disaster threats.	Analysis	



Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A16	<p>Develop or enhance public safety educational programs in the community regarding topics such as:</p> <ul style="list-style-type: none"> <li>- personal safety</li> <li>- drug use, especially among youth</li> <li>- fire dangers for property within or near the wildland interface</li> <li>- police and fire procedure awareness.</li> </ul>	Program	
CFS A17	Conduct and maintain a comprehensive building condition report to assess the need for remodeling, expansion, replacement, or consolidation of City-owned facilities.	Analysis	
CFS A18	Ensure that land development policies, regulations, and design standards take public safety issues like roadway connectivity, ingress/egress, and street design into consideration.	Policy	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
CFS A19	<p>Develop an integrated emergency mitigation and response plan through coordination with our public and private sector regional partners:</p> <ul style="list-style-type: none"> <li>- Surrounding municipalities and counties</li> <li>- School districts, colleges, and universities</li> <li>- Major employers</li> <li>- Hospitals</li> <li>- Regional agencies such as Capital Area Council of Governments (CAPCOG) and Capital Metropolitan Transportation Authority's (Cap Metro)</li> <li>- State of Texas agencies and departments, including TxDOT.</li> </ul>	Coordination	
CFS A20	Improve communication between City of Austin departments, as well as other local governments and school districts, regarding future facility planning to ensure that opportunities for shared facilities are discussed at the earliest stage of the planning process.	Coordination	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
CFS A21	Continue to explore the potential benefits associated with various public safety partnerships across the region.	Coordination	



Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A22	Create a more robust and flexible code enforcement program to improve the quality of housing.	Regulation	
CFS A23	<p>Develop design standards for public buildings and spaces that promote high-quality community focal points in the areas where they are located. These standards should address issues such as:</p> <ul style="list-style-type: none"> <li>- re-use of existing structures</li> <li>- LEED certification, including water and energy efficiency</li> <li>- low-impact development</li> <li>- resource recovery, such as recycling, composting, and reuse</li> <li>- trees planting, preservation, and protection</li> <li>- green spaces</li> <li>- transit access</li> <li>- carshare/electric vehicle parking spaces</li> <li>- bikesharing and bicycle facilities and accommodations</li> <li>- safe, connected walkways</li> <li>- public spaces inside and outside of buildings</li> <li>- anchoring neighborhood niches</li> <li>- child-friendly play spaces</li> <li>- family-friendliness</li> </ul>	Policy, Program	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
CFS A24	Ensure the City's bidding and design processes achieve superior design and promote quality construction of parks, buildings, and other City of Austin facilities.	Policy	
CFS A25	Cluster and, where appropriate, co-locate public facilities and programs to reduce costs.	Policy, CIP	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
CFS A26	Increase access to and awareness of City of Austin services and public spaces through new tools and technologies, including web-based services and self-service kiosks.	Program	
City Facilities and Services / Building Block 5			

## Working Group Priority Actions are highlighted

Label	Actions	Action Type	Priority Program(s)
CFS A27	Create a world-class library system by expanding collections and public computer access and by upgrading and expanding library facilities by completing the new Central Library, building four regional Resource Branches in the four quadrants of Austin, and retrofitting the Faulk Library as an expansion of the History Center.	CIP	<ul style="list-style-type: none"> <li>• Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.</li> </ul>
CFS A28	Seek opportunities to align water, energy, and waste conservation/reduction funding, education, and incentives.	Program	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>
CFS A29	Provide tools, education, and assistance for utility users to better understand the environmental impacts of their water and energy use, and waste generation.	Program	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
CFS A30	<p>Implement the Zero Waste Strategic Plan and Solid Waste Services Master Plan to divert 90 percent of waste from landfills and incinerators by 2040, with particular attention to:</p> <ul style="list-style-type: none"> <li>- expanding diversion opportunities such as recycling and composting for residents and businesses;</li> <li>- supporting resale, refurbishing, and reuse opportunities throughout Austin;</li> <li>- fostering public awareness of Zero Waste through education, recognition, and incentive programs;</li> <li>- assessing the current capacity of waste diversion facilities to coordinate with the Growth Concept Map.</li> </ul>	Analysis	
CFS A31	Maintain a safe and reliable energy system and improve Austin's air quality and lower greenhouse gas emissions through continued review and adoption of alternative fuel sources and energy storage technologies.	Program, CIP	
CFS A32	Maintain Austin Energy's financial stability and affordable energy rates while encouraging conservation and funding increased energy efficiency and conservation incentives.	Regulation	
CFS A33	Maintain superior energy efficiency standards and requirements for new construction.	Regulation	

## Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A34	Align policies, incentives, regulations, service area extensions, and infrastructure to coordinate with the Growth Concept Map, maintain Austin's livability and affordability, protect environmentally sensitive areas, and sustainably manage Austin's water resources. Include consideration of diverse water sources and conservation and efficiency measures when planning for future demand for potable water.	Analysis	<ul style="list-style-type: none"> <li>Invest in a compact and connected Austin.</li> <li>Revise Austin's development regulations and processes to promote a compact and connected city.</li> <li>Sustainably manage our water resources.</li> <li>Develop and maintain household affordability throughout Austin.</li> </ul>
CFS A35	Create a green infrastructure plan for public land or in public rights-of-way to preserve Austin's ecosystem, improve the water cycle, reduce the urban heat island effect, improve air quality, enrich public space, and provide for traffic calming. Examples include open space, trails, wetlands, community gardens green streets, infiltration facilities, and the urban forest.	Policy, CIP	<ul style="list-style-type: none"> <li>Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>Sustainably manage our water resources.</li> <li>Create a Healthy Austin Program.</li> </ul>
CFS A36	Incentivize and promote low-impact development designs and techniques on private land that preserve key environmental features, reduce runoff and the use of potable water for plantings, and increase stormwater infiltration. Examples include rainwater harvesting, porous pavement, rain gardens, and green roofs.	Incentives	<ul style="list-style-type: none"> <li>Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>Sustainably manage our water resources.</li> </ul>
CFS A37	Strengthen water conservation programs to lower water use using new tools, incentives, and regulations.	Regulation & incentives	<ul style="list-style-type: none"> <li>Sustainably manage our water resources.</li> </ul>
CFS A38	Develop incentives and coordinate regulations to promote innovative water and graywater re-use options for building and site design, landscape maintenance, and agricultural irrigation.	Regulation & incentives	<ul style="list-style-type: none"> <li>Sustainably manage our water resources.</li> </ul>
CFS A39	Establish regulations, programs, and funding sources to allow offsite, including regional, stormwater detention and water quality controls to be used in concert with green infrastructure and low-impact development techniques in areas identified for compact, walkable development or redevelopment and identify opportunities for recreational uses and habitat creation or restoration.	Coordination	<ul style="list-style-type: none"> <li>Sustainably manage our water resources.</li> <li>Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> </ul>

Working Group Priority Actions are highlighted

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS A40	Study and implement, as appropriate, decentralized wastewater management tools that locate processing closer to the re-use site, such as package plants and satellite facilities, to reduce fixed infrastructure costs.	Analysis	<ul style="list-style-type: none"> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
CFS A41	Participate in national, state, and local efforts to identify, assess, and reduce emerging contaminants in water, such as pharmaceuticals and personal care products.	Program	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
CFS A42	Strengthen flood control, erosion, and water quality programs, incentives, regulations, and enforcement to incorporate best practices and meet or exceed national standards.	Program	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
CFS A43	<p>Expand and strengthen water quality regulations to achieve non-degradation and protect recharge zones, floodplains, creeks and their headwaters, and other environmentally sensitive areas:</p> <ul style="list-style-type: none"> <li>- Increased buffers and setbacks</li> <li>- Restricted land uses with significant spill risks in sensitive environmental areas</li> <li>- Changes in allowed impervious cover.</li> </ul>	Regulation	<ul style="list-style-type: none"> <li>• Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.</li> <li>• Sustainably manage our water resources.</li> </ul>
CFS A44	Collaborate with regional water providers to identify and reduce service overlaps and coordinate access to main water sources, including groundwater.	Coordination	<ul style="list-style-type: none"> <li>• Sustainably manage our water resources.</li> </ul>
CFS A45	Provide the appropriate service delivery to all areas of the City, including areas of new development and redevelopment.		





Working Group Priority Actions are highlighted

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
S A1	Support wellness and prevention education in schools and the general public to reduce the burden on primary care.	Program, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A2	Expand programs providing discounted transit fares for economically disadvantaged citizens, disabled individuals, and seniors.	Program	<ul style="list-style-type: none"> <li>• Invest in a compact and connected Austin.</li> </ul>
S A3	Collaborate with counties, the hospital district, and school districts to dedicate funding to mental health & substance abuse programming.	CIP, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A4	Partner with healthcare providers to identify areas with limited access to adequate health services and develop regulations and policies to promote the clustering of medical facilities (i.e., clinics, and trauma and specialty care) in these areas.	Coordination, Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
S A5	<p>Increase public awareness of social services programs and healthcare options through the use of such devices as dedicated healthcare information lines, non-verbal flashcards, mobile preventative care vans, etc., to increase access to social resources, specifically:</p> <ul style="list-style-type: none"> <li>- Mental Health</li> <li>- Substance Abuse</li> <li>- HIV care</li> <li>- Homeless/basic needs</li> <li>- Prenatal education</li> <li>- Child development</li> <li>- Adult basic education &amp; literacy</li> </ul>	Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A6	<p>Partner with healthcare providers such as hospitals and clinics in the region to develop and implement strategies to increase the affordability and access to healthcare, including:</p> <ul style="list-style-type: none"> <li>- offering incentives to increase the number of providers</li> <li>- building more clinics</li> <li>- offering a path to practice for licensed professionals from other countries</li> <li>- developing educational programs</li> <li>- affordable health coverage programs for small business</li> </ul>	Coordination, Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
Society / Building Block 6			



## Working Group Priority Actions are highlighted

Label	Actions	Action Type	Priority Program(s)
S A7	Address the high incidence of teenage pregnancy by creating and expanding partnerships with area school districts, nonprofit organizations, and healthcare providers to develop a comprehensive education and outreach program to reduce the number of teenage mothers, to expand access to social and health care services for teenage mothers and their children, and to increase educational and vocational opportunities for the mothers.	Coordination, Program	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A8	Make healthy and local foods accessible, particularly in underserved areas, by removing barriers and providing incentives for the establishment of sustainable community gardens, urban farms, neighborhood grocery stores, farmers markets, and farm stands and mobile vegetable sales carts.	CIP, Coordination, Regulation	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>
S A9	Facilitate a strong and sustainable local food system by linking farmers, distributors, and markets, and create programs and partnerships to ensure profitable local food enterprises throughout all five food sectors — production, processing, distribution, consumption, and waste recovery.	Program, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A10	Develop partnerships with public and private stakeholders to promote awareness and educate residents about healthy food choices, sources, and preparation, including keeping up-to-date and accessible data on community garden plot availability, cooking classes, and city and county property for neighborhood gardens and family farms, and the sale of sustainably produced and culturally appropriate food at farmers markets, farm stands, mobile vegetable carts, and neighborhood grocery stores.	Program, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A11	Reduce obesity and other diet-related diseases by establishing local fresh food initiatives in institutions such as schools, colleges, universities, hospitals, nursing homes, city and county departments and facilities, and by implementing and encouraging purchasing policies that support local and sustainable foods.	Program, Coordination, Policy	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> </ul>
S A12	Remove regulatory barriers and provide incentives to improve and rebuild local food production, processing and distribution systems appropriate to the local context.	Program, Coordination	<ul style="list-style-type: none"> <li>• Create a Healthy Austin Program.</li> <li>• Revise Austin's development regulations and processes to promote a compact and connected city.</li> </ul>

Working Group Priority Actions are highlighted

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
S A13	Increase the ethnic and racial diversity and bilingual and multilingual abilities of law enforcement, other first responders, and healthcare staff, and increase opportunities for city staff to learn languages other than English.	Program	
S A14	Continue and expand the reverse 911 to inform residents of public safety emergencies.	Program	
S A15	Monitor community gathering spaces to maximize the safety of individuals utilizing an area in pursuit of professional, educational, or recreational opportunities.	Program	
S A16	Publish and publicize a list of emergency contacts to develop closer relationships between public safety personnel and the community.	Program	
S A17	<del>Extend the assignments of public safety professionals in a given geographic area in order to build stronger community relationships.</del>	Program	Deleted per 2014 amendment
S A18	Support the development of a community-wide electronic health information system.	Program	• Create a Healthy Austin Program.
S A19	Expand collaboration among law enforcement personnel and service providers of marginalized populations.	Program	
S A20	Maintain and expand city programs that promote the safety, prosperity, and integration of immigrants, refugees, and their families.	Program	
S A21	Develop the capacity of geographically-based communities of interest (i.e., neighborhood associations, community organizations, schools) to take ownership of their areas and share information and best practices with one another to achieve shared goals.	Program, Coordination	
S A22	Expand access to free wi-fi across Austin in indoor and outdoor public spaces.	Program	
S A23	Develop informational materials and programs to promote the culture and history of Austin's diverse neighborhoods.	Program	
S A24	Reduce homelessness in the City of Austin by: <ul style="list-style-type: none"> <li>- Expanding the recuperative care program for the homeless</li> <li>- Incorporating recommendations of the current homeless and mental health task forces</li> <li>- Reducing regulatory barriers to the development of housing for the homeless</li> </ul>	Program, Regulation	• Develop household affordability throughout Austin.